

Sports Section

Stadium and Program Advertising

P. O. BOX 639

TURNERSVILLE, NEW JERSEY 08012

(609) 589-9090

July 31, 1985

John Connolly
Coordinator, Special Media
Philip Morris USA
120 Park Avenue
New York, N.Y. 10017

Dear John,

We have just completed a two year contract with Oak Tree and Santa Anita, and the tracks are requesting a one year renewal.

I am enclosing facts and figures from both tracks. With the renewal, the Oak Tree rate amounts to \$9,142 and the Santa Anita rate is now \$33,672. Thank you John.

OK

Sincerely,

RA

Richard A. Dougherty

? Why wasn't 84 payment @ OAKTREE adjusted for CPM - less Race Days



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